

## The Entrepreneurial Mentality of Madurese Tribe at 24-Hour Grocery Shop Sector in Surakarta City

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### Kata Kunci:

*Mentalitas, Kewirausahaan, Madura, Barang kebutuhan pokok, Toko*

### Abstrak

Penelitian ini bertujuan untuk mengkaji mentalitas kewirausahaan masyarakat Madura dalam mengelola toko kelontong 24 jam di Kota Surakarta. Maraknya toko kelontong yang dikelola oleh para pendatang asal Madura menunjukkan karakter kewirausahaan yang khas, terutama dalam hal ketekunan, keberanian mengambil risiko, dan kemampuan beradaptasi dengan dinamika pasar lokal. Penelitian ini menggunakan pendekatan kualitatif dengan metode studi lapangan melalui observasi, wawancara mendalam, dan dokumentasi terhadap para pemilik usaha toko kelontong asal Madura di beberapa wilayah Kota Surakarta. Analisis data dilakukan dengan interpretasi deskriptif untuk memahami nilai-nilai, etos kerja, dan pola pikir yang mendasari praktik kewirausahaan mereka. Hasil penelitian menunjukkan bahwa keberhasilan toko kelontong 24 jam tidak hanya dipengaruhi oleh faktor ekonomi, tetapi juga oleh mentalitas kewirausahaan yang dibentuk oleh nilai-nilai budaya, solidaritas sosial, dan pengalaman hidup jauh dari kampung halaman. Para pemilik usaha menunjukkan etos kerja yang kuat, disiplin waktu, dan orientasi yang kuat terhadap keberlanjutan usaha keluarga. Selain itu, strategi operasional seperti jam operasional sepanjang hari, kedekatan dengan pelanggan, dan pengelolaan stok yang efisien merupakan faktor penting dalam menjaga daya saing usaha. Penelitian ini berkontribusi pada pemahaman hubungan antara budaya lokal dan praktik kewirausahaan dalam konteks ekonomi perkotaan kontemporer di Indonesia.

### Keyword:

*Mentality, Entrepreneurship, Madurese, Grocery, Shop*

### Abstract

This study aims to examine the entrepreneurial mentality of the Madurese people in managing 24-hour grocery stores in Surakarta City. The proliferation of grocery stores managed by Madurese migrants indicates a distinctive entrepreneurial character, particularly in terms of perseverance, risk-taking, and the ability to adapt to the dynamics of the local market. This study uses a qualitative approach with a field study method through observation, in-depth interviews, and documentation of Madurese convenience store business owners in several areas of Surakarta City. Data analysis was conducted using descriptive interpretation to understand the values, work ethic, and mindset underlying their entrepreneurial practices. The results of the study show that the success of 24-hour convenience stores is not only influenced by economic factors, but also by an entrepreneurial mentality shaped by cultural values, social solidarity, and experience of living away from home. The business owners demonstrated a strong work ethic, time discipline, and a strong orientation towards the sustainability of the family business. In addition, operational strategies such as opening hours throughout the day, proximity to customers, and efficient stock management were important factors in maintaining the competitiveness of the business. This study contributes to the understanding of the relationship between local culture and entrepreneurial practices in the context of the contemporary urban economy in Indonesia.

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## INTRODUCTION

The existence of micro businesses such as 24-hour convenience stores in recent years has become an interesting urban economic phenomenon to study. In various cities in Indonesia, including Surakarta, many convenience stores are managed by migrants from the Madurese tribe. This phenomenon not only shows the dynamics of the informal sector economy, but also illustrates the strong entrepreneurial mentality among the Madurese people. In the context of Indonesia's pluralistic socio-economic environment, ethnicity often influences people's economic activities and survival strategies. Research on Madurese traders shows that cultural background, work ethic, and a spirit of migration are important factors in shaping their entrepreneurial orientation. Several studies mention that work ethic and entrepreneurial motivation play an important role in the success of small and medium enterprises in various economic sectors (Ziniyah et al., 2025). In addition,

the work ethic of Madurese traders is known to be characterised by high perseverance and tenacity in running their trading businesses (Faqih et al., 2023).

Entrepreneurial mentality is one of the determinants of business sustainability. This mentality includes the courage to take risks, the ability to adapt to market changes, and consistency in running a business. Madura 24-hour grocery stores are a unique business strategy, as they rely on work discipline and intensive time management. Research on Madura stalls shows that this business plays an important role in providing basic necessities for the community while creating economic opportunities in the surrounding environment (Afandi, 2024). In addition, these stalls are also able to compete with modern minimarkets due to their social proximity to customers and flexibility in service (Afandi, 2024).

The phenomenon of the growth of Madurese grocery shops cannot be separated from the strong tradition of migration. This tradition encourages people to seek economic opportunities in other areas by utilising social networks and group solidarity. The social capital formed from kinship, trust, and networks between traders is one of the factors that supports the sustainability of their businesses. Research in urban areas shows that business success does not only depend on economic capital, but also on social networks that strengthen trust and cooperation among traders (Izzati et al., 2024). In addition, the norms of hard work and honesty are values that are inherent in their daily trading practices (Izzati et al., 2024).

On the other hand, urban economic development also requires micro-entrepreneurs to have a high level of adaptability to changes in the business environment. Competition with modern retailers, changes in consumer behaviour, and the dynamics of the digital economy are challenges that traditional traders must face. In this context, an entrepreneurial mindset plays an important role in determining business success. Research on entrepreneurship shows that work ethic, business motivation, and entrepreneurial competence have a significant influence on the performance of small businesses (Ziniyah et al., 2025). In addition, understanding work values and career adaptability can also increase an individual's readiness to face the ever-changing dynamics of the world of work (Nurmasari, 2024).

Based on this description, a study of the entrepreneurial mentality of the Madurese people in the 24-hour convenience store sector is important for understanding how cultural values, social networks, and work ethic influence entrepreneurial practices at the micro level. The city of Surakarta, as one of the economic and trade centres in Central Java, is a relevant location for observing these dynamics. This research is expected to provide an overview of the entrepreneurial mentality of the Madurese people, their survival strategies in the small business sector, and their contribution to the local economy. In addition, this study can also enrich the literature on the relationship between culture, entrepreneurship, and the informal economy in the context of contemporary Indonesian society.

## **RESEARCH METHODS**

This study uses a descriptive qualitative approach to gain an in-depth understanding of the entrepreneurial mentality of the Madurese tribe in managing 24-hour convenience stores in Surakarta City. A qualitative approach was chosen because this study focuses on understanding the values, attitudes, and mindsets that underlie the entrepreneurial behaviour of business actors. This method allows researchers to explore the subjective experiences of traders through direct interaction in the field. Qualitative research is generally used to gain an in-depth understanding of social and economic phenomena through the interpretation of informants' experiences and the surrounding social context. In addition, studies on the work ethic of traders also show that field research can be conducted using a qualitative approach through direct observation of daily trading practices. In addition, studies on the work ethic of traders also show that field research can be conducted using a qualitative approach through direct observation of daily trading practices.

Data collection techniques in this study included field observations, in-depth interviews, and documentation of the owners and attendants of Madurese grocery shops that operate 24 hours a day in several areas of Surakarta City. Research informants were selected using purposive sampling, which involves selecting respondents who are considered to have experience and knowledge related to the phenomenon being studied. This approach is commonly used in micro-scale entrepreneurship research to obtain relevant data directly from business actors. In this study on the existence of Madura stalls, purposive sampling was used by involving business owners who actively run their businesses and understand the dynamics of convenience store business. Furthermore, the data obtained was analysed using interpretive descriptive analysis techniques, namely by grouping, interpreting, and drawing meaning from field findings to understand the entrepreneurial mentality formed in the business practices of traders.

## RESULTS AND DISCUSSION

The proliferation of 24-hour convenience stores run by the Madurese community in various cities in Indonesia, including Surakarta, demonstrates the strong entrepreneurial spirit among this ethnic group. In the context of the urban economy, convenience stores not only function as small business units, but also as spaces for social interaction that bring together various segments of society. The presence of Madurese traders in the informal trade sector is often associated with cultural values that emphasise hard work, independence, and a spirit of migration. This culture shapes a relatively resilient entrepreneurial mindset in the face of various economic challenges. Research on the work ethic of Madurese traders shows that their success in the trade sector is inseparable from their values of perseverance and high work discipline (Faqih et al., 2023). In addition, studies on ethnic entrepreneurship also confirm that cultural values have a significant influence on the economic behaviour of communities in running small businesses (Hidayat & Setiawan, 2021)..

The entrepreneurial mindset in the context of Madurese grocery shop owners is also closely related to the tradition of migration, which has long been part of Madurese culture. This tradition encourages individuals to seek economic opportunities in other regions by utilising social networks and community solidarity. In practice, networks between migrants often become a source of information, capital support, and survival strategies in business. This shows that entrepreneurship in the Madurese community is not only individual but also collective. Studies on the social networks of Madurese traders show that group solidarity and kinship relationships play an important role in strengthening the sustainability of their trading businesses (Izzati et al., 2024). In addition, research on migrant entrepreneurship also confirms that social networks are an important asset that helps small businesses survive in a competitive economic environment (Rahman, 2022).

Convenience stores that operate 24 hours a day are an interesting business strategy to examine from a micro-entrepreneurship perspective. This strategy demonstrates a strong orientation towards customer service and the utilisation of broader market opportunities. By opening their businesses 24 hours a day, traders can reach various customer segments, including night workers, students, and people who need basic necessities outside of modern store operating hours. This business model requires discipline and high commitment from business owners as it requires intensive time and labour management. Research on Madura grocery stores shows that operational strategies such as long opening hours are an important factor in increasing the competitiveness of small businesses amid modern retail competition (Afandi, 2024). In addition, studies on MSMEs in Indonesia also show that service flexibility is a key advantage of micro businesses compared to large retail companies (Suryadi & Nugroho, 2021).

From an entrepreneurial psychology perspective, an entrepreneurial mindset can be understood as a combination of motivation, attitude towards risk, and the ability to adapt to changes in the business environment. Madurese street vendors generally have a strong business orientation because trading activities are often the main source of livelihood for their families. Therefore, business success is not only seen as an economic achievement, but also as a form of social responsibility towards family and community. Research on entrepreneurial competence shows that entrepreneurial motivation and work ethic have a significant influence on the performance of MSMEs (Ziniyah et al., 2025). In addition, studies on work ethic from an Islamic economic perspective also emphasise that hard work and honesty are important values that support the success of a trading business (Fahreza et al., 2024).

In addition to cultural factors and motivation, the success of Madurese klontong stalls is also influenced by their ability to adapt to the dynamics of the urban economy. Surakarta, as one of the centres of economic activity in Central Java, has a fairly dynamic market with a relatively high level of competition. The presence of modern minimarkets such as Indomaret and Alfamart poses a challenge for traditional shopkeepers. However, many Madurese grocery shops have been able to survive and even thrive amid this competition. This shows that business owners have implemented adaptive strategies, such as maintaining personal relationships with customers and offering flexibility in transactions. Research on the sustainability of small businesses shows that social relationships with customers can be an important factor in maintaining consumer loyalty (Putri & Wibowo, 2023). In addition, studies on Madurese stalls in various cities also show that the social closeness between traders and the surrounding community is one of their main advantages over modern retailers (Usman & Sudjoni, 2025).

The entrepreneurial mentality of the Madurese community who run 24-hour grocery stores in Surakarta is also evident in their work patterns, which emphasize punctuality and a high level of commitment to their business. The fact that these stores operate around the clock shows the willingness of business owners to sacrifice their rest time in order to maintain smooth service to consumers. This work pattern is often carried out in shifts by family members or close relatives who help with business operations. Thus, the grocery store business is not only an economic activity, but also a space for family collaboration in maintaining their

livelihood. Research on Madurese traders shows that family involvement in the trading business is one of the important factors in maintaining the stability of small businesses (Faqih et al., 2023). In addition, studies on family MSMEs in Indonesia also confirm that family member participation can increase operational efficiency and strengthen commitment to business sustainability (Suryadi & Nugroho, 2021).

In addition to the family work pattern, the success of Madurese grocery stores is also influenced by a relatively simple but effective business management strategy. Merchants typically implement a flexible inventory management system by adjusting the types of goods sold to the needs of the surrounding community. The products sold are generally basic necessities such as rice, instant noodles, packaged drinks, cigarettes, and various other daily necessities. This flexibility in determining the types of goods allows merchants to respond quickly to changes in market demand. Research on the business strategies of Madura grocery stores shows that the ability to adjust stock to customer needs is one of the keys to the success of micro businesses (Afandi, 2024). In addition, studies on micro entrepreneurship also state that adaptation to consumer preferences is an important factor in maintaining the sustainability of small businesses (Putri & Wibowo, 2023).

Another aspect that characterizes the entrepreneurial mentality of Madurese traders is their courage in taking business risks. Opening a 24-hour grocery store certainly requires considerable capital, energy, and commitment. Risks such as losses, theft, and market demand fluctuations are challenges that business owners must face. However, most merchants still choose to run this business model because they believe it offers greater profit opportunities than businesses that operate for limited hours. Research on entrepreneurship shows that the courage to take risks is one of the main characteristics that distinguishes entrepreneurs from other economic actors (Ziniyah et al., 2025). In addition, studies on migrant entrepreneurship also show that the experience of migrating often shapes an individual's courage to face economic uncertainty in running a business (Rahman, 2022).

In the context of the urban economy, Madurese grocery stores also serve an important social function for the surrounding community. These stores are not only places for economic transactions, but also spaces for social interaction between shopkeepers and customers. Many customers choose to shop at these grocery stores because of their personal relationships with the owners. These relationships are often built through informal daily communication, such as greeting each other or chatting casually during transactions. This social closeness is one of the factors that keeps small shops popular despite competition from modern minimarkets. Research on the sustainability of small businesses shows that social relationships with customers can increase consumer loyalty to micro-businesses (Putri & Wibowo, 2023).

Social capital is also an important factor in shaping the entrepreneurial mindset of the Madurese people. This social capital can take the form of kinship networks, friendships, and solidarity among fellow migrants. In many cases, traders who are just starting out often receive assistance from relatives or friends who have already been running similar businesses. This assistance can take the form of business location information, merchandise supplies, and even financial support in the form of informal loans. These networks enable traders to reduce business risks and accelerate the process of adaptation in a new environment. Research on social capital in Madurese food stalls shows that social networks play an important role in strengthening the resilience of small businesses in urban environments (Izzati et al., 2024). In addition, studies on community-based entrepreneurship also show that group solidarity can increase the chances of long-term success for micro-businesses (Hidayat & Setiawan, 2021).

Research on the work ethic of Madurese traders shows that the values of hard work and perseverance are key characteristics that shape the success of their businesses (Faqih et al., 2023). In addition, studies on MSME entrepreneurship also confirm that a strong work ethic has a significant influence on the sustainability of small businesses in the trade sector (Ziniyah et al., 2025).

In facing competition from modern retailers such as minimarkets, Madurese small shop merchants have developed various adaptive strategies to remain competitive in the local market. One of the most prominent strategies is maintaining personal relationships with customers through friendly and flexible service. Many small shops provide transaction conveniences such as credit payments for regular customers or fast service without complicated procedures. This is an advantage that is difficult for modern retailers with more formal and standardized operational systems to replicate. Research on the sustainability of micro-businesses shows that emotional closeness between merchants and customers can increase consumer loyalty to small businesses (Putri & Wibowo, 2023). In addition, studies on the existence of Madura stalls in various cities also confirm that strong social relationships with the surrounding community are one of the main factors in the success of these businesses (Usman & Sudjoni, 2025).

Cultural aspects also play an important role in shaping the entrepreneurial mentality of the Madurese people. Cultural values such as hard work, group solidarity, and a spirit of adventure form the basis that

encourages individuals to venture into business in other areas. In this context, entrepreneurship is not only seen as an economic activity, but also as a means of improving the welfare of families and communities. Many traders view small grocery businesses as a way to improve the economic conditions of their families in their hometowns. Research on culture-based entrepreneurship shows that social values and local traditions can influence the economic orientation of communities in running businesses (Hidayat & Setiawan, 2021). In addition, studies on the social capital of Madurese traders also confirm that group solidarity is one of the main strengths supporting the success of their businesses (Izzati et al., 2024).

Overall, the entrepreneurial mindset of Madurese people in the 24-hour convenience store sector in Surakarta City can be understood as a combination of cultural values, work ethic, and adaptive strategies in navigating the dynamics of the urban economy. Their business success is determined not only by economic factors but also by social networks, family support, and the ability to build good relationships with customers. The convenience stores they manage are not just small businesses but also part of the local economic ecosystem, providing flexible and accessible community needs. Research on MSMEs shows that micro-enterprises play a crucial role in supporting the local economy and creating job opportunities for the community (Suryadi & Nugroho, 2021). Furthermore, a study of Madurese convenience stores also confirms that the community-based business model can serve as an example of successful ethnic entrepreneurship in the context of the urban economy in Indonesia (Izzati et al., 2024).

## CONCLUSION

This study shows that the entrepreneurial mindset of the Madurese people in managing 24-hour convenience stores in Surakarta City is formed from a combination of cultural values, work ethic, and social experiences as migrants. This mentality is reflected in their hard work, time discipline, and courage in taking business risks. Entrepreneurs view convenience stores not only as a means of seeking economic profit, but also as an effort to maintain family survival and improve socioeconomic conditions. The 24-hour business model demonstrates a strong commitment to customer service and the ability to capitalize on broader market opportunities. Furthermore, the involvement of family members in business operations is a crucial factor supporting work efficiency and long-term business sustainability. On the other hand, the success of Madurese convenience stores in surviving competition with modern retailers demonstrates an effective adaptive strategy in navigating the dynamics of the urban economy. Close social relationships with customers, flexibility in service, and the ability to tailor merchandise to community needs are key advantages of these businesses. Social capital formed through kinship networks and solidarity among fellow migrants also plays a crucial role in strengthening business resilience. Thus, the entrepreneurial mentality of Madurese in the 24-hour convenience store sector not only reflects the individual character of the business owners but also demonstrates the strong influence of cultural values, social networks, and economic experiences that shape their entrepreneurial practices. This phenomenon also confirms that community-based micro-enterprises play a significant role in supporting local economic activity and providing flexible and accessible services to meet community needs.

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